


EXHIBIT C

iTunes and Pandora music Purchasers are consumers using major internet providers for their music listening pleasure. iTunes and Pandora Music Purchasers enjoy playing their favorite radio stations from home, work, or mobile devices. Individual song, video and record purchases and/or commercial free listening allow for a highly custom playlist along with a much wider geographical reach than local radio stations for a higher quality transmitted sound. These purchasers get access to more stations and a wider variety of programming options all hand selected by the individual. iTunes and Pandora Music Purchasers are constantly looking for the most up to date cutting edge technology. They are highly responsive to new technology, cell phones and apps, computers, vacation packages, coupons, deal saving offers, trial run offers, entertainment, satellite TV and sports offers.

| SEGMENTS | | PRICE | ID NUMBER |
|------------|----------------------------|-------------|--|
| 18,188,721 | TOTAL UNIVERSE / BASE RATE | \$80.00/M | NextMark 385690 |
| | 1 Month Hotline | + \$12.00/M | Manager |
| | 3 Month Hotline | + \$8.00/M | UNIVERSE |
| | | | 18,188,721 |
| | | | LIST TYPE |
| | | | Consumer  |
| | | | SOURCE |
| | | | LIST MAINTENANCE |
| | | | Counts through 04/01/2019 |
| | | | Last update 04/01/2019 |
| | | | Next update 05/01/2019 |
| | | | SELECTS |
| | | | AGE 10.00/M |
| | | | Buying Behavior |
| | | | Demographic |
| | | | Education 8.00/M |
| | | | Full Lifestyle |
| | | | GENDER 10.00/M |
| | | | Geography 8.00/M |
| | | | House Hold Income 10.00/M |
| | | | Interest |
| | | | Mail Order Buyer 10.00/M |
| | | | MARITAL STATUS 10.00/M |
| | | | PRESENCE OF CHILDREN 10.00/M |
| | | | GEOGRAPHY |
| | | | USA |

DESCRIPTION

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